

Honolulu Star-Bulletin

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EDITOR

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CALLING OUT A MILLION.

The call to arms, which in the case of the United States would mean the assembling of an army of at least a million men, does not strike the average American citizen as an undertaking of any magnitude, especially when our enthusiasm is running high. The statement has been made by one of the country's best known men—Bryan—that the sun, rising on a call issued to defend the nation, would set on a million men ready and willing to answer the call.

Several months ago when conditions on our southern border became intolerable, President Wilson sent out a call for 20,000 men, and at the end of the first three weeks the recruiting officers reported but one-quarter of that number, which is evidence of a shyness in joining the army when actual duty is in sight, even such spectacular service as might be expected in the land of the cacti.

Putting aside for the moment all legislation that has been enacted and discarded regarding the United States' standing army of a million men, let us analyze the prospective outcome of a sudden call for a million fighting men. The call for this number of men would not come until war had actually been declared, or to protect our coasts and borders from invasion by an enemy. Mobilization before such a declaration or invasion would be immediately construed as a hostile act. It was this same act, performed before war was declared, that precipitated the struggle in Europe.

Supposing that the call has been made for a million men, the reason being justifiable, and the need for the country's safety pressing, what then?

The first move would be to get the men; one million of them; representing ten armies, each of the size and strength of the present fighting land forces of the United States. Allowing that the men were recruited, then comes organization, then training, the equipment. This latter condition is a problem to be reckoned with. Following is a partial list of articles of equipment, not only essential but necessary to place a million men in fighting trim, as figured out by the war department:

Seven hundred and fifty thousand rifles and bayonets for them to fight with.

Two hundred and sixty-five thousand pistols.

Eight thousand machine guns.

Two thousand one hundred field guns to batter down attack.

One hundred and sixty-five million cartridges to carry them into their first fight, and as many more for each succeeding fight.

Two million five hundred thousand shells and shrapnel for our field guns for every hour they are in action.

One hundred and ninety-six thousand horses to carry them and pull their carriages.

One hundred and twenty-seven thousand mules to haul their supplies and pack their guns.

Eight thousand wagons to transport their supplies and ammunition.

One million cartridge belts for their ammunition.

One million first-aid packets to bind up their wounds.

One million canteens.

Each of them must have a uniform and equipment:

One million shelter halves to protect them from the weather.

One million pouches to keep them dry.

Two million blankets to keep them warm.

Two million pairs of shoes.

Two million uniform coats, breeches, leggings, suits of underwear.

One million hats.

Two million shirts.

Four million pairs of socks.

One million haversacks to carry their equipment.

An army of a million newly-made soldiers would, it is figured out, be in need and very much in need of the guiding hands, brains and experience of about 25,000 proficient officers. How near that number can we come in furnishing officers to take command of a million men? This is the largest problem. We might buy all other paraphernalia of war but we cannot buy ready-made officers.

If invasion should take place in the near future, the brunt of the attack would have to be borne by a few thousand "regulars" until such time as reinforcements of new soldiers, minus uniforms, and officers in the making, could be supplied, and as such would stand a poor chance against an army of trained invaders. Men of a few weeks' instruction would be thrown into the field with the expectation that they would accomplish what officers of years of training would have grave doubts about attempting.

Census experts make the emphatic statement that the U. S. has over 17,000,000 men of military age, still it would be considered extremely good work to raise an army of a million men in one year, and perfect them in the tactics of war to an extent that they could be sent into the field as soldiers worthy of the name. The lack of equipment would be our biggest stumbling block, and this would be emphasized by a very decided shortage in the number of instructors, and the army, in its present condition, could spare but few of its officers.

The vivid personification of unpreparedness would be brought home to us in a most realistic manner

when we sent the million of half-baked, under-trained, poorly-equipped soldiers against an equally numerous but fully equipped and trained foe.

In our recent invasion of Mexico our line of communication and supplies was several times seriously threatened, and on one occasion actually broken by the enemy. Think of what a mess an unprepared government would make of trying to distribute rations to a million men covering a territory many miles in extent!

Between fighting the enemy, keeping the million-men army in food, and another several millions of men in reserve and under course of instruction to fill the places of those killed and wounded, this government would find itself in a position which hair-trigger enthusiasts do not stop to reckon.

But that need not, should not daunt real patriots from getting ready.

BUSINESS BUILT BY ADVERTISING.

No businessman who is keeping up with the profession any longer asks, "Does advertising pay?"

That question has been answered "yes" so emphatically that the whole world knows it. Everything from a necktie sale to the recruiting of five million men for a Kitchener army is now vitalized by advertising.

Yet concrete results of live advertising are always interesting. Printer's Ink, that well-informed periodical, recently summed up some conspicuous advertising results as follows:

GAIN BY HART, SCHAFFNER & MARX.

Net profits of Hart, Schaffner & Marx for the last fiscal year were \$1,092,002, compared with \$1,287,505 in the previous year. The total surplus now is \$2,155,714, compared with \$1,593,143 at the same time in 1916.

PROFITS IN BAKER'S CHOCOLATE.

The board of directors of Walter Baker & Co., Ltd., chocolate manufacturers, have voted to increase the company's capital stock from \$2,750,000 to \$3,250,000 and to issue \$500,000 new stock to stockholders as a 20 per cent dividend.

GOODRICH EARNINGS.

The B. F. Goodrich Company earned net profits of \$9,550,000 in its fiscal year to December 31 last. Common share profits were slightly better than 12 1/2 per cent, compared with 11 1/2 per cent in 1915 and 5.62 per cent in 1914. Gross sales were estimated at \$17,000,000 or 20 per cent higher in 1916 than in 1915, but increased cost of raw materials held down the earnings.

SEARS-ROEBUCK STOCK DIVIDEND.

Sears-Roebuck directors have declared a 25 per cent stock dividend, increasing the common stock to \$75,000,000. On April 1, 1915, a similar dividend of stock amounting to \$20,000,000 was declared. The regular dividend rate has been increased from 7 to 8 per cent.

Innumerable instances similar to these might be secured by a little study of the American business field.

CECIL BROWN.

The death of Cecil Brown late yesterday adds another to the list of citizens of achievement who have recently been called beyond—pioneers of the modern Hawaii who helped build up the territory industrially and politically.

He had a long and enviable career as a legislator, both under the monarchy and during the later years of the territory. As presiding officer of the senate a number of years ago, he won the respect of all its members by his knowledge and impartial application of parliamentary law. In business circles he was one of the best-known of the older generation of bankers. The affectionate regard in which he was held by Hawaiians no less than the respect which his business associates and contemporaries felt for him, testified to the position he held in the community.

A bunch of sentimentalists in San Francisco are reported getting up a petition to free Maury I. Diggs and Drew Caminetti, two young dissolutes convicted of an immoral escapade in Reno. Caminetti is the son of the U. S. commissioner of immigration. Like Harry Thaw, his family connection has operated to delay the justice that should have been meted out to him long ago. If these were two obscure youths, with no prestige or "pull," they would be in jail long ere now.

The scarcity of paper? As long ago as the reign of Tiberius the dearth of papyrus was so alarming that the Roman government took over the distribution of the available supply.—Boston Herald.

A New Hampshire contemporary says there's "a lot of potential energy wasted" in the Contoocook, the Ammonoosuc, and the Pemigewasset. Water-power, or jaw-bone?—Boston Advertiser.

It cost us \$200,000,000 but we have succeeded in making Villa almost as well-advertised as T. R. and Woodrow Wilson.

The next "leak probe" is going to be held in Berlin, with Zimmermann and Bernstorff as the star witnesses.

Filibustering will not be a popular indoor sport for the senators in the next few months.

Has Lawson subsided or merely stopped for breath?

'Tis a slow day when no German plot is revealed.

MAHARAJA OF BIKANER IS TYPE OF MOST PROGRESSIVE INDIA RULERS

(By Associated Press)

BIKANER, Rajputana, India.—No more marked evidence of the spirit of progress which is sweeping India can be found than in some of the states that are ruled by the Indian Princes under the protection of the British government. One of the most pronounced examples of advancement is Bikaner, which ranks among the highest of the more than 700 Indian states, and whose ruler, the Maharajah of Bikaner, a descendant of the famous fighting race of Rathore Rajputs, is held to be one of the most cultured, broad-minded and progressive princes of the Indian Empire. It has been the privilege of a correspondent of the Associated Press to spend some time in Bikaner and to talk on numerous occasions with the Maharajah concerning the policy which has revolutionized affairs throughout this state.

Learns Western Ways
The Maharajah belongs to the new order of Indian rulers who have been schooled in the learning of the West and who have accepted the tenet that the stability of government depends upon the enlightenment, prosperity and happiness of its people. When he took over the control of Bikaner 18 years ago—he was then 18—he immediately set about to put into practice the advanced ideas which he had acquired and today railways, modern schools, an up-to-date hospital, a model prison, electric lighting, sanitary improvements, water supply systems, and beautiful public buildings furnish visible demonstrations of progress. While he has established a representative assembly and put his administration on a business basis that has resulted in the state income being nearly trebled.

In personal appearance, in bearing and in accomplishments His Highness impresses one as having just stepped out of an Arabian Nights tale in which he has played the part of the gallant prince, so typical is he of what one has been led to expect in a story of that sort. Tall, broad-shouldered, handsome, ever affable, yet maintaining a dignity which brooks no over-familiarity, of magnetic personality, a born soldier, an excellent horseman, a sure shot and keen sportsman, as the trophies of big game in his palace show, an indefatigable worker in affairs of state—such is the Maharajah of Bikaner at the age of 36.

People Given Voice
One of the most striking innovations which the Maharajah has made in his state has been the establishment of the representative assembly through which his people have a voice in the government. It was a voluntary concession on his part.

"I came to the conclusion," he said, "that the greatest of rulers lies in the greatness of his people. When I announced that I intended to establish the assembly some of my friends begged me not to take such a step. 'It is giving away your power,' they declared."

The Maharajah was asked if both he and the people were satisfied that the change had been beneficial.

"Come and ride with me and my sons to the temple in the city this afternoon and I think you will get a better answer than I can give you verbally," he replied.

Sees Satisfied People
The invitation was accepted and the correspondent accompanied the Maharajah and his two young princes to the great Hindu temple where the ruler and his sons performed their devotions. During the morning the streets had been specially watered to lay the dust and this had given the people warning that some member of the reigning family was to pass. As the carriage with its mounted guard proceeded through the winding ways dense crowds gathered beside the road and nearly every window was filled with eager faces. Even the roofs were covered with those people who hoped to get a better view.

It is not an unusual thing for the Maharajah to make a trip through the capital, but there were the throngs just the same, as keen to get a glimpse as though he were a foreign prince. And as the carriage advanced the people broke into such cheering as the correspondent had seldom heard before. Even tiny children took up the cry of "Khama," a salutation of respect and devotion, peculiar to these parts and used only for the ruler, and the volume swelled until it became almost deafening. More than one of the aged people gave the Maharajah their blessings and invoked any troubles which he might have to come upon themselves. All the way this wonderful demonstration was kept up. His Highness smiling and saluting to right and left. When a point finally was reached where he could make himself heard he leaned forward and said:

"Does it pay to do the best one can for his people? For myself I ask no better answer than we have just been given."

The Maharajah is rapidly turning his capital into a model city. Bikaner now has one of the largest and best electric light installations in India, being among the first of the Indian cities to adopt this mode of lighting. The telephone, too, has been brought into use to connect all the important government offices and residences. Sanitation is a hobby of His Highness and the entire city has been cleaned up, buildings being torn down and replaced where necessary. The streets have been widened in many places and just now a modern water supply system is being installed.

The Maharajah has a keen sense of appreciation of the beautiful and has erected a large number of magnificent buildings, of Oriental design but with Western interiors, most of which are for the use of the public or the government. The plans for all these structures have been personally supervised by him.

People Enjoy Palace Grounds
The ruler no longer lives in the ancient, fort-encircled palace of his ancestors but has built a palace further away from the city—a fairy land with its beautiful gardens. And at the same time, while placing himself in more modern surroundings, he laid out a great public garden for his people opposite the old palace. Even a zoo has been placed in this park for the amusement of the little folk of Bikaner, and facilities for bathing are provided in a large artificial lake.

His Highness is particularly interested in the education of his subjects and while he has not yet inaugurated compulsory education he has by persuasion worked wonders in getting the people to send their children to school. In the capital two colleges have been built, one for the public and the other for the sons of nobles. The public college has something like 1000 pupils who are being taught both in English and their own language. Literature, history and the sciences not being neglected. The Nobles' College, while smaller, has a large number of students.

Outside the capital the Maharajah has also been at work and has inaugurated the mileage of railways in his state from 86 to 498 miles. Two new lines, one 132 miles long, and the other a more direct connection between Delhi and Sind via Bikaner, some 500 miles in length, are in project, and a great irrigation plan which will turn the sandy country of Bikaner into good agricultural lands is under consideration.

For his achievements the Maharajah has been decorated by the King several times.

PERSONALITIES

EREN LOW expects to leave Saturday for Maui and Kahoolawe for a short business trip.

REPRESENTATIVE CHARLES N. MARQUEZ is back from Maui where he went on business. He returned in the Mauna Kea.

JUDGE CLEM E. QUINN of the Hilo circuit court is visiting in Honolulu. He expects to return home in the Mauna Kea Saturday.

MR. and MRS. R. S. VAN TASSEL of Cheyenne, Wyoming, were passengers on the Maunaloa today. They have been at the Young Hotel.

DR. and MRS. JAMES R. JUDD and family are due to arrive by the Mauna Kea 20. Mr. and Mrs. Albert Judd will return by the same steamer.

MR. and MRS. C. S. SEVERANCE of 3 Cottage Grove are happy in the advent of a baby-son and heir. Master Severance was received at the Maternity Home, where he and his mother are doing well.

JAMES A. KENNEDY, president of the Inter-Island, and J. M. Dowsett, first vice-president, left on the Maunaloa today for San Francisco. They will be gone for about six weeks. The trip is said to be a business one.

DR. and MRS. L. S. EASTLAKE, and their daughter, Miss Dorothy Eastlake, who have been in Honolulu at the Moana Hotel for about two months, left in the Maunaloa for California. Later they will return to their home in Chicago.

LITTLE INTERVIEWS

ALEXANDER LYLE, superintendent Honolulu floating drydock: Never having been sick before I find lying on back all day and all night a very uneventful occupation.

PHILIP POIRIER, chief clerk Moana Hotel: With only the Lurline in this week will be rather uneventful so far as visitors are concerned, but there will be lots of boats yet this month and business looks good.

"PRINCESS" TIERBERG: If it had not been for so many kind friends who gave me help and pigs and vegetables my luau last week would have been a very expensive affair, but as it was we had a very enjoyable party for my pa-u riders and the legislators at a very reasonable figure.

WITH OUR VISITORS

A Columbus, Ohio, businessman who is visiting in Honolulu at the Young Hotel, is Samuel G. McMeen.

Mr. and Mrs. C. E. Gorham are among the prominent visitors now in Honolulu. Gorham is a wealthy banker and businessman of Marshall, Michigan. They are at the Young Hotel.

Army folk, townsmen and visitors turned out in large numbers for the Maunaloa dance at the Moana Hotel last night. Many tourists who have been here for several weeks were there to enjoy their last night in Hawaii.

\$18,020,480

Was Expended in 1916 by Automobile Men for Paid Publicity.

¶ \$15,017,067 of this amount was expended in newspaper Paid Publicity.

¶ The Total automobile and accessory advertising for the country was \$23,103,180.

¶ Newspapers carried 65% of this amount.

¶ Estimates for 1917 contemplate automobile Paid Publicity campaigns totaling \$28,500,000.

¶ The Meaning of this is that the leaders of this great and new industry have found that Paid Publicity has been a necessary medium of service.

¶ Millions in Paid Publicity has developed business and also reduced the price of the product to the Public.

Paid Publicity Builds Business.

The net paid circulation of the Star-Bulletin February 8 was 6500



VITAL STATISTICS

BORN.
KAMA—In Honolulu, March 6, 1917, to Mr. and Mrs. Fred Kama of 642 Punchbowl street, a son.

MARRIED.
PICKO-KAIKUAHINE—In Honolulu, March 5, 1917, William Picko and Miss Annie Kaiikua of Vineyard street, Rev. Silva officiating. Witnesses—D. F. Kaukahi and Leoluau Kaukahi.

CARROLL-ROSE—In Honolulu, March 5,

1917, John S. Carroll and Miss Constance Rose, Rev. Father Ulrich, pastor of the Catholic Cathedral, officiating; witnesses—Benjamin F. Goldwater and William M. Devine.

DIED.
MOOKINI—In Honolulu, March 6, 1917, Mary Kanilo Mookini of Park Stables, Kaplanai Park.
BROWN—In Honolulu, March 6, 1917, Cecil Brown of Leahi avenue, near Kapiolani road, Waliki, widower, lawyer and capitalist, a native of Wallua, Kauai, 66 years, 4 months and 27 days old.

HONOLULU REAL ESTATE

House and lot near King and Piikoi Sts.

Close in home property on ewa side of Birch Street, within a hundred feet of the carline.

5 rooms and sleeping porch. Copper screened throughout. Electric lights, water, gas and sewer.

Attractive lot, 45 by 120 feet.

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Henry Waterhouse Trust Co., Ltd.

FOR SALE

"Junction Lots"

KING STREET, NEAR PAWAA

EIGHT (8) LOTS

Four fronting on King Street, four fronting on Young Street.

Prices—Young St. lots, \$1400; King St. lots, \$1500.

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